

**What is claimed is:**

1. A process for applying an active material onto an article, series of articles or web of articles, comprising the steps of:
  - a) applying said active material to a surface of a first tool in the form of a multitude of beads, with a coater unit having a multitude of applicators that are in close proximity to the surface, preferably positioned above the surface;
  - b) contacting the surface of the first tool containing the active material, with a coating blade which has an angle of between 5° and 40° with the tangent of the surface of the first tool, and which applies a constant pressure onto the surface with active material; and
  - c) transferring the active material from the surface of the first tool to an article, series of articles or web of articles, supported on a surface of a second tool and pressed against the surface of the first tool.
2. A process for applying an active material onto an article, series of articles or web of articles, comprising the steps of:
  - a) applying said active material to a surface of a first tool;
  - b) transferring said active material from the surface of the first tool to an article, series of articles or web of articles, supported on a surface of a second tool and pressed against the surface of the first tool, wherein the active material in step a) is applied in the form of a multitude of beads with a coater having a multitude of applicators, which are in close proximity to the surface of the first tool;.
3. The process of claim 1 wherein the first tool and the second tool are each rotating, and wherein at least the first rotating tool is a roll.
4. The process of claim 3 wherein the coater and the first tool are heated and the second tool is cooled.

5. The process of claim 3 wherein the temperature of the coater is at least 5°C less than the temperature of the surface of the first tool.
6. The process of claim 3 wherein the coater comprises a multitude of extruder-applicators, which provide a multitude of extruded beads of the active material, preferably having a pitch of less than 15 mm.
7. The process of claim 3, wherein the surface of the second tool has a temperature of between 0°C and 30°C.
8. The process of claim 6 wherein the is continuous, wherein the coater continuously applies a multitude of beads on the surface of the first rotating tool, wherein the articles are a continuous series or web of articles, and wherein the process has a speed of at least 20m/min.
9. The process of claim 6 wherein the active material is applied in an on-dot amount of at least 10g/m<sup>2</sup>.
10. The process of claim 3, wherein the surface of the second tool has a shore A hardness value from 25 to 90.
11. The process of claim 3, wherein the process is a gravure printing process, and wherein the surface of the first tool has cavities to receive the active material.
12. The process of claim 11 wherein the cavities have a width of less than 2 mm and a depth of less than 500 microns.
13. The process of claim 3 wherein the web of articles is stretchable and is rotated around said second rotating tool, such that the exit angle of the web is between 30° and 70°.
14. The process of claim 7 wherein the temperature of the surface of the first tool is higher than the melting temperature of the articles, series of articles or web of articles.

15. An apparatus for printing comprising a coater, a first tool, a second tool, and a coating blade, wherein the coater has a multitude of extruder applicators having a pitch of less than 15 mm; wherein the blade has an angle of between 5° and 40° with the tangent of the surface of the first tool; wherein the first tool, second tool and coater have a temperature controlling means, and wherein the surface of the second tool has a shore hardness value from 25 to 90.
16. The apparatus for printing of claim 15 wherein the first and second tools are each rotatable rolls.
17. An article comprising a predetermined pattern of an active material obtainable by a process according to claim 3.
18. The article of claim 17 wherein the article is an absorbent article.
19. The article of claim 18 wherein the active material comprises an adhesive and further comprising a pigment.
20. A process for on-line production of packages comprising a pre-selected number of absorbent articles, which comprise a selected number of different active materials, wherein each article comprises only one different active material, the process comprising the steps of:
  - a) intermittently applying a first active material on at least a first absorbent article or part of a web of articles; and subsequently a second active material on a subsequent article or subsequent part of a web of articles; and optionally a further active material on a further subsequent article or on a further subsequent part of a web of articles;
  - b) when a web of articles is used, cutting said web into individual articles having different active material;
  - c) on-line packing the thus produced articles having different active materials, in the order of production, into a packaging material.
21. The process of claim 20, wherein the active material is applied by a process as in claim 3 and whereby the active material preferably comprises a pigment.